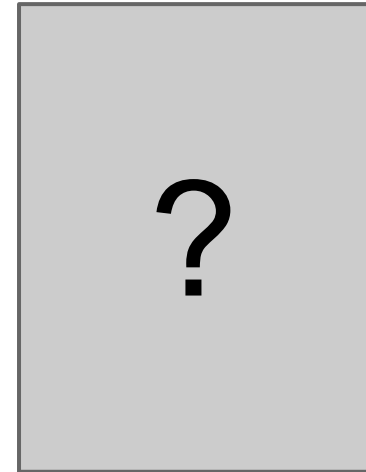
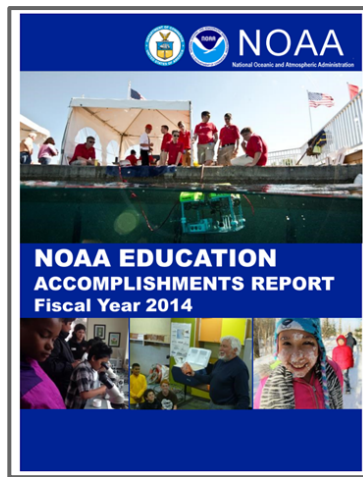
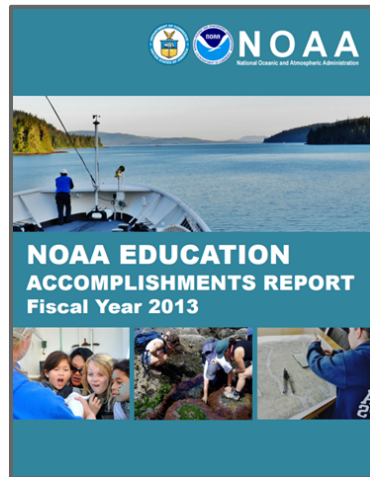


# **FY15 Accomplishments Report Guidance**

Education Council  
Marissa Jones and Pat Drupp  
September 16, 2015

# Purpose

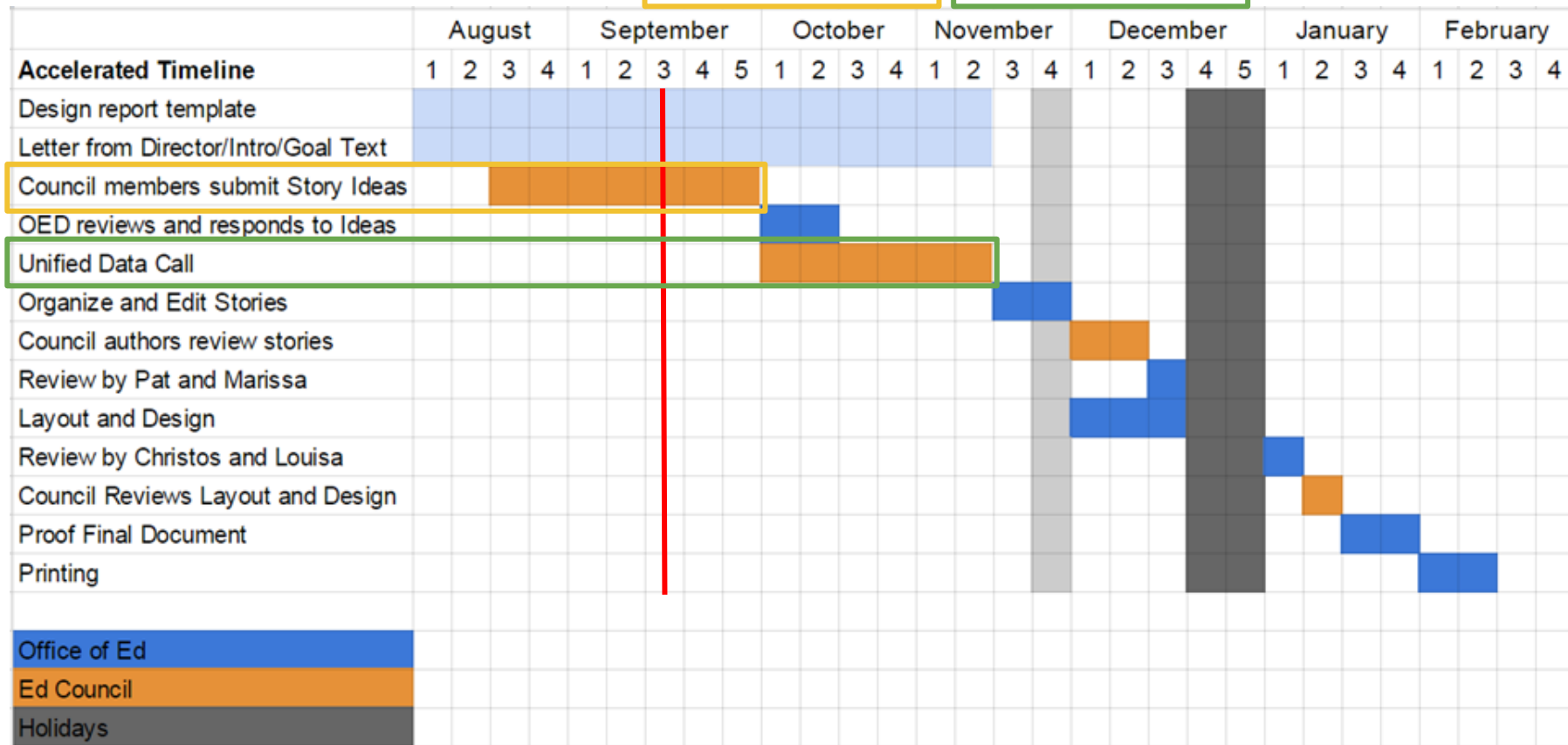
- Provide additional guidance on submitting story ideas for the FY15 Annual Accomplishments Report



# Timeline

Due Oct. 2nd!

Full Stories Due  
Nov. 13



# What's new?

- Submit images in the Knack Database
- Submit Story Ideas now - Oct. 2
- Emphasis on relevance, response, and results
- The stories will be organized under the new Strategic Plan
- The final document is due January 31st, 2016

# What do we consider when we are putting together the Report?

Who thinks about it?

Factor	Programs (individual story)	Editors (entire document)
<b>Impact</b>	Was there a clear need and did it achieve results? Is the story engaging?	
<b>Goal</b>	How well does it support a goal?	Are stories distributed evenly across goals? Are there gaps?
<b>Coverage</b>	Do all programs get a chance to be highlighted in the report? Are the same ones featured multiple times?	Do the stories show the geographic and content diversity of NOAA's portfolio?

# **Impact: Relevance, Response, and Results**



**Relevance:** Clearly state the “*need*” or the “*why*” behind the program/activity early on in the story

Examples:

*“Jefferson County, Texas has three major ports which handle millions of tons of cargo, including 25% of the nation's petroleum products and 50% of the military cargo shipped overseas. The community of Port Arthur currently faces a 15% unemployment rate, decreasing graduation rates and population decline. Students are often unaware of port-related maritime career opportunities. To address this issue...”*

- Camp SeaPort, Texas Sea Grant

*“Because the United States Geological Survey projects that at least 55% of the Gulf Coast shoreline is at very high risk from sea level rise, it is critical to educate and inform the communities and the five million people that live in this region of the potential hazards and consequences of climate change and accompanying sea level rise.”*

- Gulf of Mexico Aquariums, ELG

# **Response:** What was done to address the relevance (need)?

## **Examples:**

*“To address this issue, Texas Sea Grant offered Camp SeaPort, a free weeklong summer program designed to educate local youth about career opportunities in the maritime industry...”*

- Camp SeaPort, Texas Sea Grant (FY14)

*“With evaluated programs, exhibits, and websites in place, six aquariums each developed content emphasizing local ecosystems and the consequences of climate change, tailoring stewardship activities to address the communities specifically.”*

- Gulf of Mexico Aquariums, ELG



**Results:** What was gained from the response? Include measured outcomes if possible.

Examples:

*“The high school students gain knowledge about local careers and the necessary training requirements, and students are connected with college advisors and financial aid officers at schools offering maritime related training. Before Camp SeaPort most of the students were unaware of the job possibilities related to the Port.”*

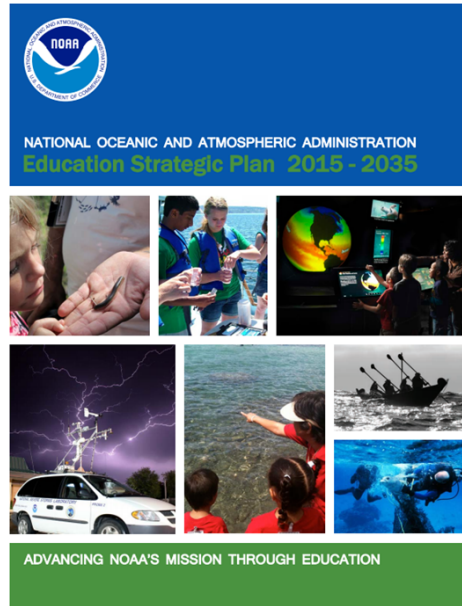
- Camp SeaPort, Texas Sea Grant

*“By focusing the content on a local level, the program was able to engage individual communities across the Gulf Region on a more personal level, increasing the effectiveness of the project... The workshops were attended by 360 educators, and over 14,000 people have been engaged in outreach events through the project in 2014.”*

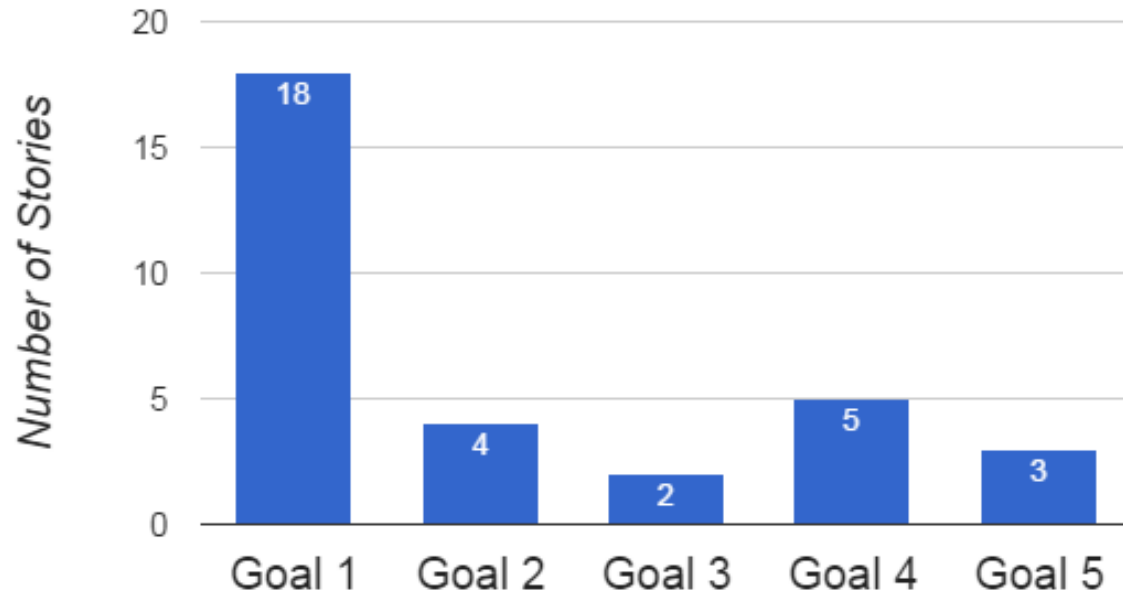
- Gulf of Mexico Aquariums, ELG

# Goals:

## 2015 Education Strategic Plan



# Distribution of FY14 stories across Goals



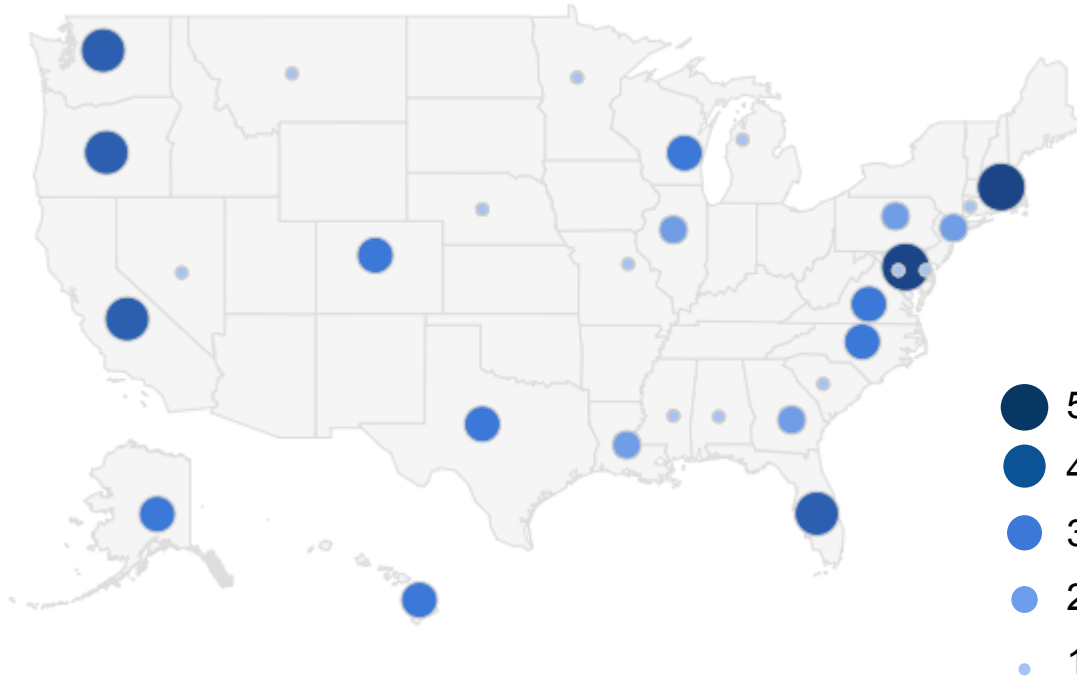
- Please submit stories that support Goals 2 - 5 too!
- Often, stories could support one or more goals. In this case, tell it in a way that it falls under Goals 2 - 5.

## Geography:

**Where did the story take place?**



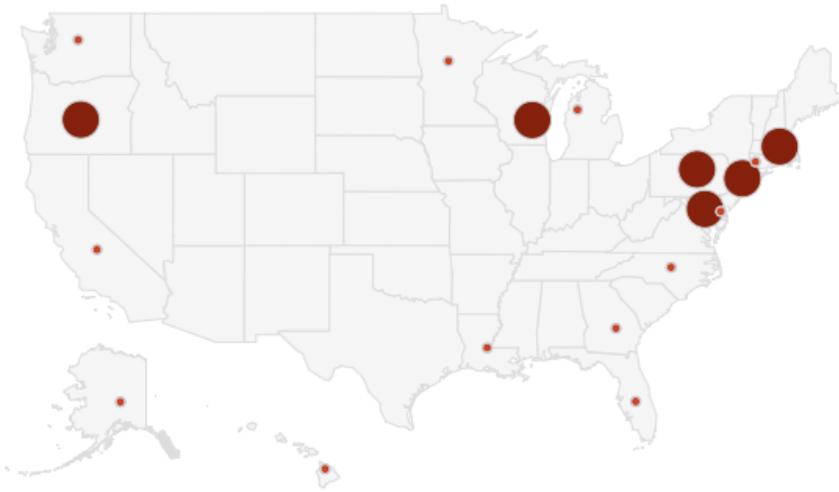
# Geography



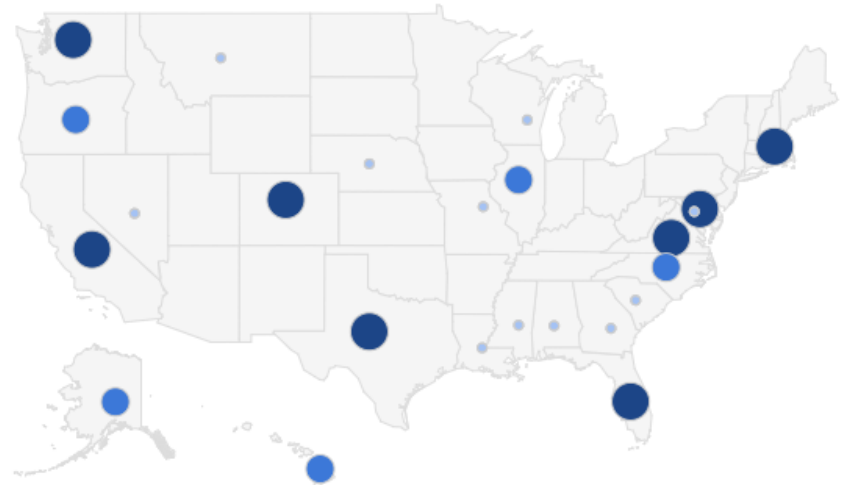
States mentioned in FY13 and FY14 Reports, combined.

# Story Locations

FY 2013



FY 2014



# Next Steps

- Submit your story ideas!
- OEd will be in touch with you to discuss the story ideas
  - We want to streamline the editing process so we can get the report out by Jan. 31st.
- Write and submit stories during the Unified Data Call